



DECEMBER, 1924

November Contest Brings Some Fine Records

The man against man, office against office contest which was started on the first of November has proved to be one of the most popular contests. A man likes to be pitted against another man of equal strength. There is no better measure of ability and power.

A contest like this takes the best there is in each man. It arouses a fine sporting spirit. To a red-blooded man, a contest like this one carries just as much zest and enthusiastic effort as a boxing match, a set of tennis, a round of golf, or any of the other sports that bring man against man.

It took some of the contestants half a month to get started, but when they did, they made the dust fly.

On account of the impossibility of matching all of the offices properly according to strength, we had to pick two or three who were obliged to battle two men. It is not a surprising thing that one of these men who had two opponents should lead the entire organization for the month.

The Winning Managers



Hull, Cleveland
beat Detroit & Baltimore



Robinson, New York
beat Philadelphia



Larsen, Chicago
beat Boston



Miller, Pittsburgh
beat St. Louis



Wellman, Louisville
beat Rochester



Jones, Kansas City
beat Cincinnati



Partee, Milwaukee
beat Minneapolis and Providence



Russ, Portland, Ore.
beat Seattle



Creger, New Orleans
beat Atlanta



Smith, Worcester
beat Springfield, Mass.



Gilmore, Dayton
beat Akron



Behan, Springfield, Mass.
beat St. Paul



Knott, Toledo
beat Grand Rapids



Ralls, Los Angeles
beat San Francisco



Brainerd, Hartford
beat Buffalo



Hess, Newark
beat Portland, Me.



Riddle, Youngstown
beat Erie



Patterson, Johnstown
beat Harrisburg



Jackson, San Antonio
beat Houston



Geissinger, Oakland
beat Fresno



Kennedy, Dallas
beat Fort Worth



Teer, Indianapolis
beat Columbus



Lawless, Davenport
beat Des Moines



Mitchell, Denver
beat Omaha



Flagg, Rockford
beat Peoria



Patterson, Birmingham
beat Memphis



Hinck, Jacksonville
beat Bangor



Ward, Scranton
beat Little Rock



Mowers, South Bend
beat Fort Wayne

Hull, of Cleveland, Leads Entire Organization

Mr. Hull, of Cleveland, is the man who accomplished this feat. In his year as Manager of Cleveland, Mr. Hull has done some remarkable work. Several months he has lead the entire organization, and every month has seen his office somewhere near the head of the list. His record this month was fifty per cent. more than both his opponents put together. Some speed, you'll agree with us.

Other excellent records were made by Mr. Smith of Worcester and Mr. Gilmore of Dayton. Both of these sterling managers—veterans in the organization, won their contests handily and in addition, set up good marks to shoot at in the future.

Mr. Partee of Milwaukee was another one of those who had a double battle on his hands, and he acquitted himself nobly. He too, equalled the total of both his competitors. Mr. Robinson of New York, too, lead his force to a well-won victory.

(Continued on page 2)

What Does the Roller Escapement Really Mean?

By Edward B. Hess, Vice-President and Inventor of
The Royal Typewriter

A question which is very often asked by even veterans in the business of selling typewriters concerns the roller escapement in its relation to the operation of the Royal Typewriter and how its function and action differs from the escapements used in other makes of typewriting machines.

First of all we must keep in mind the fact that the fixed dog on the Royal Typewriter Escapement has as its point of bearing on the escapement wheel a small, extremely hard, steel roller, while the escapements on competing machines bear flat or bevelled dogs. It is but natural that there is the same advantage in elimination of friction and smoother motion here as there is in the wheel over the sled. Here is a very practical method of demonstration.

First take a Royal Standard Typewriter and push your finger down heavily on the key so as to hold the type bar up to the platen. Here you have the legato or followed down stroke of the other makes of type-

writers. This is not the Royal mode of operation which as you know is staccato touch like a piano, and not the push down, follow through stroke of the organ. Every one knows that it is easier to operate a piano than an organ.

Now touch your Royal key the way you naturally would operate a Royal Typewriter. Drop your finger down on the key lightly, but sufficiently to get a clear impression and while still holding your finger on the key let the type bar return to the position illustrated in the picture to the right of the page. When you first attempt this you will likely from habit allow the type bar to return its full distance to the head rest. This of course would not give you the desired result. With a little practice, however, you will be able to drop on the key sufficiently that at such time with the finger still lightly on the key and the key depressed the type bar will have receded from the platen a distance of over an inch, and during the period of the bar dropping



Edward B. Hess

from its contact with the cylinder to the point at which it is now resting, the roller escapement has done its work. The roll has passed off the tooth of the escapement wheel and permitted the carriage to move one letter space. This is very significant.

Try this method of operating the key by letting your finger fall lightly on the key lever and repeating a number of times—being sure not to allow the type bar between each impression to return to the head rest, because if you would allow it to return you would not get the benefit of the actual work the roller escapement is performing. By making a successive number of strokes on the key lever, allowing the type bar to return from the platen from an inch to an inch and a half while still keeping your finger on the key, you will readily observe that the roll is running off of the escapement wheel and allowing the carriage to move while the finger key is still depressed and your finger remains on it.

Now try this same method of operation on the machine and others. You will find that to get a full printing impression it is necessary to depress the finger key so that the type bar will actually rest on the platen, and to allow the carriage to escape it will become necessary to bodily raise the finger off the key.

You will find them to be much slower working machines than the Royal under the above mode of operation which is the real and correct operation of a typewriting machine. When you are typewriting swiftly you cannot take the time to push every key up to the cylinder. When you do take it you are handicapping to a very large extent your natural speed. You are heaping fatigue on the operator's fingers because of the additional radius of pressure area which is added to each blow of the fingers. The follow through stroke of the other machines makes this additional pressure necessary.

In other words you are sustaining the effort of each finger as it pushes the key down instead of using simply the rapid staccato blow which is all that is necessary to impart to the keys of the Royal Typewriter. The escapement works and the carriage moves to its next space without the effort of lifting the finger from the key after the blow has been struck and the instantaneous movement of

the roller escapement is responsible for this speedy action.

It is a self-evident fact, therefore, that any carriage that is controlled by a roller escapement must of necessity move faster and therefore afford greater speed in the operation of the machine than is possible by the use of any other form of escapement and with less effort on the part of the operator. It is particularly efficient when combined with an accelerating type bar movement such as is found only in the Royal because through the swift movement of the type bar as it approaches and recedes from the printing point, this exceptional type bar speed assists the roller escapement in its step by step operation and thereby facilitates a more rapid carriage movement in letter space direction than is possible in any other machine construction than the Royal.

By familiarizing yourself with this mode of operation it will materially assist you in demonstrating the fact that the Royal is the fastest and lightest operating machine ever constructed.



1—Push Finger Heavily on Key and Hold Type Bar to Platen



2—Drop Finger on Key Lightly and Allow Type Bar to Return to This Position

November Contest Results

(Continued from page 1)

Perhaps the hottest fight came between Mr. Teer of Indianapolis and Mr. Kinnamon of Columbus. When the month ended there was just one machine separating them, and Mr. Teer earned his victory by that narrow margin.

There were two ties. Mr. Bartlett of Richmond, and his worthy opponent, Mr. Murphy of Albany, ran a dead heat, as did also Mr. Courtenay of Evansville and Mr. Stevenson of Springfield, Illinois.

On account of the fine response and high pitch of interest that this month's race brought out, the contest will be continued in December, and this will give a chance for revenge to some of those who lost in November.

The same opponents will tackle each other for the second round, and we shall not be a bit surprised to see an entirely different list of winners looking out at us in the January issue of The Standard.

The Sales Department has the records on hand, and it is the privilege of every contestant to call for a comparison any time of the month. Business in the offices is getting better and better as the effect of the sound conditions and rising stock market is felt. Many surprises will be registered in December, we feel certain.

The officials are following this contest closely, and we are sure that the entire organization is marking the winners—and the losers too. Mr. Manager—make a super effort to turn your office into the winning column this month.

From Across the Sea

We were fortunate enough to receive a copy of a general letter which Mr. Walter D. Morgan, enterprising managing director of the Visible Writing Machine Company, our English dealers, sent to his staff. It is quoted below:

"1924 is already a new record year with the British Royal organization.

"You will remember that 1923 broke all records. Today, November 18th, we have sold during 1924 250 more Royal Typewriters than we sold during the whole of 1923."

When a salesman is hired, the salesman, for pay, or in the hope of profit, assumes that the Royal Typewriter is the best machine on the market. He must assume this; otherwise his position as a salesman would be untenable. This is paid-for confidence. Upon the assumption that the Royal Typewriter is the best typewriter because he is paid to believe that it is the best, he attempts to deduce individual facts which will prove its superiority to the customer, who must, on the basis of these facts and by the process of induction, arrive at the same conclusion. Therefore, the whole argument is based upon a bought and paid-for opinion in the salesman's mind. There is the whole story.

The Visible Writing Machine Company is making strides in England which many of our American branches may well be envious of. With the forceful and effective tactics employed by Mr. Morgan and his staff the sales cannot help but continue to increase.

Every Manager's Obligation to His Salesmen

I claim that such a process of selling is faulty and cannot be even reasonably successful in a majority of cases. Therefore, when I hire a man I look the situation squarely in the face. He works for the Royal Typewriter Company for profit through his sales and he is willing to take my word for the superiority of the typewriter. He endeavors to sell it because he is paid to sell it and not because he thinks it is the best machine. Therefore, his arguments are based on quicksand. He cannot maintain himself in the face of an assault on his principles, because he has nothing but an assumed hypothesis.

I immediately therefore replace this forced opinion by an inductive method of reasoning. In other words, by taking the individual facts or details of the Royal Typewriter's construction and operation I build up the hypothesis by induction rather than have him build up his arguments by deduction.

There is, of course, always present the necessary bread and butter phase of the situation, that is, that the sales-

man is selling Royal Typewriters because he is paid to sell them, but there must be a sounder foundation than this for his interest in the cause and his confidence in the merits of the machine.

This, in plain language, means—selling the Royal Typewriter to your salesman, and I have found that it is much better not to allow a salesman, because he wishes a position, to form a forced opinion, or to assume anything in regard to the machine. I ask him to suspend his judgment until I have shown him and built up the structure of his selling arguments out of my own material and on my own foundation of facts.

Confidence is the essence of a sale on the part of the salesman first and the customer second. How can bought and paid-for conviction create confidence? Sell your salesman the Royal Typewriter and do it unstintingly and frequently. Do it thoroughly, convincingly. There is no other way to prevent unnecessary and wasteful turnover in a sales force.

7,500,000 newspapers carried Royal Advertising each week during the past three months

C. E. Sherman, Supervisor of Assembling

There is probably no man in the organization whose work is so thoroughly noted by all, factory, Sales Department and user, as the work of Mr. Sherman who is our Supervisor of Assembling at the factory, with several hundred men and women under him all engaged daily in assembling parts and mechanisms to the Royal Typewriter until the machines pass Adjuster and Final inspectors, ready for the users. It is a big responsibility, and the job requires an extremely good organizing ability, an intimate knowledge of the machine and men; above all, it requires as complete a knowledge as possible of what the user wants.

Mr. Sherman is the son of a clergyman. He left school around seventeen years of age, after finishing the first year of High School at Vergennes, Vermont. He entered the employ of the Vermont Shade Roller Mfg. Company as machine woodworker, staying with them five years. Moving to New Hartford, he took charge of the Greenleaf Manufacturing Company, staying with them five years. Later, he entered the employ

of the Hartford Rubber Works, and stayed there five years. Looking around carefully for a position which would fit his qualifications better, he entered the employ of the Under-



C. E. Sherman

wood Typewriter Company and gained considerable assembling and adjusting experience during the six years spent there.

In 1908, he entered our assembling department, and due to his aptitude and special fitness, he was put in charge of analyzing all complaints and changes on assembling of the Royal Typewriter. His super-inspection work was of such calibre that he was promoted to Foreman of our Assembling Department and later to Supervisor of Assembling which is his position today.

We think a great deal of Mr. Sherman and his methods of working as borne out by the quality results. The Royal Typewriter properly assembled, adjusted and inspected is Mr. Sherman's job, and he does it. To do it, he surrounds his strategic positions of assembling with foremen and super-inspectors who are men of high qualifications and experience. This, with a fine system of checking each operation and operator, practically forces Quality to a successful issue.

In fact, he is a quality man himself.

For Men Who Sell National Accounts

There is no impregnable fortress of competition which cannot be successfully assaulted and taken by a salesman with a better article. There are no prejudices strong enough to withstand an enthusiastic attack by truth.

The largest accounts are controlled by men in key positions who are, after all, human beings upon whom enthusiastic persistency cannot fail to have an effect.

Armed with the conviction of superiority and ability to serve better than has been served before, the salesman who stops short of success must attribute it to his own lack of aggressiveness and courage.

The go-getters—the powerful salesmen—big commission men in every kind of selling—are the men who realize that the strength of their own conviction is greater than any opposition which can be offered from one man to another. They are the sellers of the big orders. They are the men who attempt more and consequently accomplish more. Armed with a better article there is no obstacle which cannot eventually be overcome, except the obstacle of lack of courage and lack of conviction, also lack of the ability to handle facts and truth as weapons of attack.

An Interview with Mr. Sherman

Mr. C. E. Sherman of the factory visited the home office a week or so ago, and we certainly learned a great deal from him regarding the assembling of the Royal Typewriter, which he is in charge of as Supervisor of Assembling. Over six hundred men and women are assembling parts, adjusting and inspecting typewriters every day, and have nothing to do with the manufacturing departments.

His department is a factory unto itself. Mr. Sherman is eminently able and qualified to talk about the present high degree of perfection in the Royal Typewriter. The skill and knowledge required to take manufactured parts and put them into numerous mechanisms, then into the machine and make them into a smooth working, harmonious unit,

requires great analysis powers, well directed efforts, high organizing ability, and a fine knowledge of men.

Mr. Sherman's photo is shown in above article, and his fitness and experience is enlarged upon, so make his acquaintance before reading this article so that you may visualize the type of man responsible for the machine from an assembling and adjusting point before it reaches you.

Mr. Sherman says:

"We are today turning out a better product than ever in my experience with the Royal Typewriter Company; not only are we doing this, but we are building better typewriter men who are making this their life's work and banking on the success of the organization because of the quality they put into their daily work. Our assemblers, adjusters, aligners and inspectors, are trained by the best school methods of instruction, from the simplest to the one requiring the highest skill, backed by long experience; further, all workmen of character, experience, quality work and proper mental attitude, are guaranteed a progressive promotion system that is hard to beat and yet very essential to the rights of the worker."

He also says:

"Naturally, to secure a perfect finished machine, the parts which go into it must be of the finest workmanship and highest quality of finish, size and durability, and I want to express my appreciation to those manufacturing the parts by telling you that never before have such finely manufactured parts been incorporated into the machine. Let me criticize a part, and immediately the challenge is accepted in a spirit that leaves no doubt that the solution of the problem is the basis of attack."

"Many things contribute to the fine quality of parts we are receiving from our manufacturing departments; high grade tools of latest modern construction, huge machines for press work, automatic screw machines of high speed quality work, huge automatic japan conveying ovens, great big hardening furnaces and thousands of other machines, all going full blast, day in and day out under unique inspection and super-inspection. Then again, hundreds of men and women, many of them over fifteen years with the company, some ten years and so on, with their increasing skill and

knowledge, play a part of increasing quality that cannot be underestimated.

"My whole problem is now confined to keeping these skilled workers. It is their individual craftsmanship that counts, the human equation and their willingness and desire to take responsibility for the work, that has made our progress a remarkable one. 'He profits most who serves best,' epitomizes the underlying thought of the work done in the assembling department. Each man and woman works to the full extent of his or her ability to reflect the desire of the management for the best built typewriter in the world—the Royal Typewriter."

Foremen's Club

The regular meeting of the Foremen's Club was held November 19th, at 5 P. M., with supper at the factory.

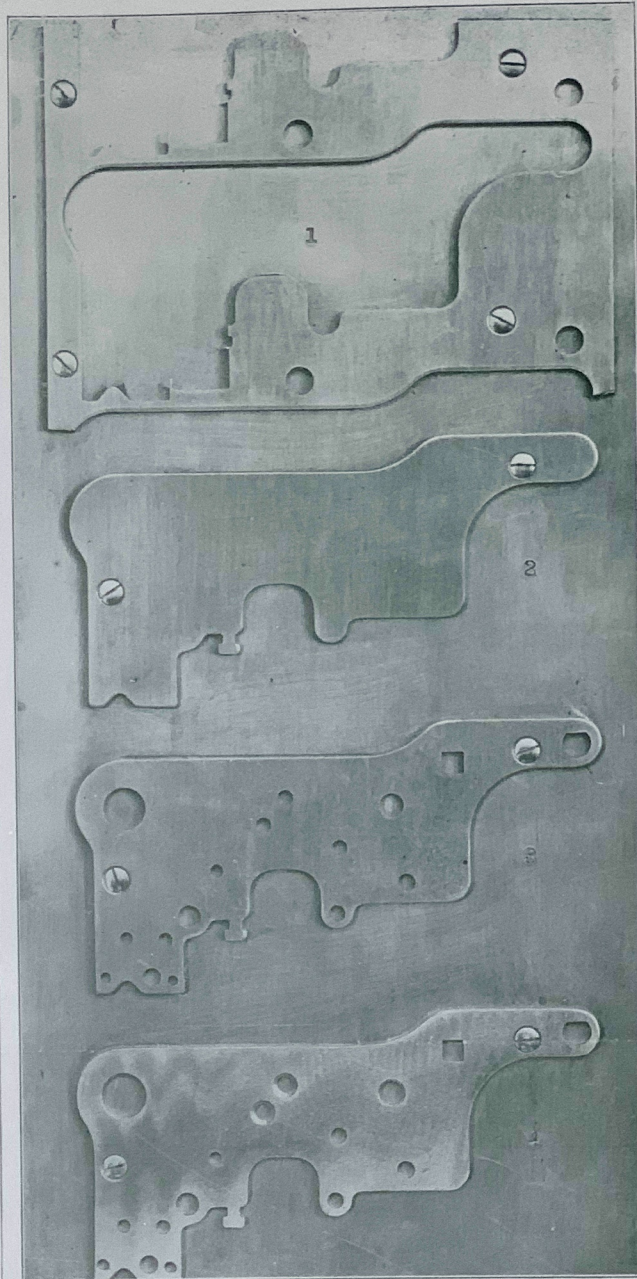
Plans were discussed for the Annual Christmas party which is to take place the latter part of December.

Two addresses by Club members were heard. Mr. Henke, Accountant at the factory, spoke on the important subject of "Overhead," and the interest in this subject was manifested by the lengthy discussion which ensued.

Mr. C. A. Sherman, Supervisor of Assembling, gave an interesting description of his visit to the New York Office of the company, and to the New York Business Men's Show.

The Guy Who Tries

I love the guy who'll always try, though hard and steep the grade; who'll dig right in and go like sin—until the goal is made! Though tough the climb and long the time before he'll win the prize; this fearless chap, without a yap, he goes ahead and tries! The staller stands, with empty hands, and cries, "You'll fail—you hick!" But this brave bird, without a word, sails in and turns the trick! Long live the guy who'll do or die—without complaint or crying! For work begun is work half done. The hardest part is—trying!



Royal Carriage Ends

The structure of the Carriage on the Royal Typewriter is almost wholly dependent for rigidity and strength on the Carriage Ends. Many tests and many developments in search for strength, were made before the present ends were accepted. Side torsion, slamming carriage back and forth by the operator, tabulating, overhang strains, were very carefully considered and checked. The end supports, right and left, of our carriage are of vital importance and the many parts and mechanisms making up the inside structure of the carriage, depend unquestionably on the strength of them.

No foundation, walls, or any part of any building, ever received greater care in arriving at the safe load or strain limit.

The tools required for punching and bending our carriage ends are of very high grade and very costly to maintain, owing to the finest precision required. They also represent quite an investment in value.

The picture herewith is our Right Carriage End, Part No. 2060. It is used exactly as shown for all models, made of cold rolled strip steel a little over a sixteenth of an inch thick and five inches wide, with the surface free from all defects so that when polished, plated and buffed, it gives us the splendid high quality

appearance and beauty of buffed plating which is highly commended by many of our users. You can judge for yourself that this thickness and size will hold all rods and assembled parts very rigid and permanent.

Just look at View 1 in the picture and note the steel that is left after the Right Carriage End is punched out, and then follow to No. 2 and note the piece as punched out of view No. 1, and this is done at the rate of about 1,500 per hour. View 3 shows Carriage End with the holes pierced, with view 4 giving the holes reamed and countersunk according to our blue prints and gauges, ready for polishing, plating and buffing.

Please observe the square hole through which the end of the Marginal Rod goes, and then look at the D shaped hole on the right extension of the end through which the end of the Tabular Rod goes, and you can readily grasp the idea of this; viz., to prevent the rods from turning and changing their positions after being assembled to the Carriage Ends.

Of interest in this connection, is the fact that we use about 60,000 lbs. of steel every year in the manufacture of our Carriage Ends, and you can gather from this one item that our increased sales have brought us among the big users of high grade steel of all kinds. The pride of those producing an article is always evidenced by the quality thereof.

Reap the rich harvest of orders this advertising has cultivated for you

To Succeed — Aim at Success

By Tom Jackson, Contest Winner

If you would succeed, take dead aim at success every day of your life, regardless of what your calling may be. Every individual is created for a purpose. The result is every individual has a duty to perform, which in short, is the realization of his possibilities along such lines as will produce the greatest results. A man who exerts himself to realize his possibilities will be successful if he really aims at success and shoots straight.



J. Tom Jackson
Manager, San Antonio

Individual success may differ in kind and degree, but it always bears the same quality—namely, progress. A constant growth means progress always. The progressive man is the successful man and the man who can aim straight. When the sturdy oak ceases to grow it is ready to die. After a lily has bloomed its brightest it then begins to fade away. So with the individual, when the time has come that he can no longer aim straight and that he feels he can make no further progress and he drops the words "I can win" and "I will win" from his vocabulary, it is then time for him to leave the club of "go-getters." He is a "has-been" and is probably a fit subject to join the fossils who are represented in the antique club of "it can't be did." The individuals who can and who will alone belong to the progressive "go-getter" club of success. The members of that club know how to aim straight and hit the mark aimed at, and they do not believe in merely talking and promising, they believe in doing and pride themselves in accomplishing things.

Those who conscientiously strive, believe and hope will ultimately be successful, for, because of the faith in their aim they are endowed with enthusiasm, determination and grit. These are the qualities that bring results. They are the men who say "I can win" and "I will win." They are the men who know that "a winner never quits — and a quitter never wins."

The key to success is efficiency and efficiency is growth. It is not born in a single day. Here I am reminded of

Suzanne Lenglen, the world's woman tennis champion, who from childhood was trained to aim at the spot she wanted to hit and taught to hit that spot. She owes her success as a champion to sure aim just as much as an elephant hunter oftentimes owes his life to the certainty of his aim. So, it goes, regardless of whether you are a tennis player, elephant hunter or typewriter salesman, your success depends entirely on your ability to aim straight and hit the spot aimed at. No person was ever so fortunate as to inherit efficiency or discover it except through industry. Efficiency is mainly the result of constant, hard, conscientious work.

The creation of the Royal typewriter was the result of this kind of work. Its growing efficiency has meant and will mean industry. The result is that the machine now speaks for itself. "Compare the Work." It is a better writing machine, a longer lived typewriter, an easier machine to operate. All of these, to say nothing of the many more, are such self-evident and convincing advantages of the Royal that a fair and unbiased prospect can be easily convinced of the incomparable efficiency of this machine.

We all know what the success of the Royal sales force is as a whole—competition is marveling at it. Royal salesmen are successful because most of them are the very essence of efficiency. They work hard and are always willing to work some more, they have grit, they have enthusiasm, they get results. They are successful too, because they have planted their seeds of prosperity in Royal soil. They know that Royal soil is abundantly rich and will produce tremendous crops. The richness of this soil and certainty of opportunity are no longer a matter of faith, hope or belief, it is merely a matter of common sense and common knowledge. That the opportunity exists needs no further demonstration, for the "proof of the pudding"—"the eating thereof"—can be seen everywhere, far and wide over the entire world. Richer and richer crops have been grown yearly, so the opportunities have become greater. Today competition is weaker and prospects are becoming easier to sell. The Royal has made a record, it has "outbuilt the industry."

Down here in San Antonio, we are striving daily to practice what we preach; we are aiming straight at our quota and we are hitting it occasionally.

I Wish I Could Write This in Letters of Fire—

Selling typewriters is an art. Taking up a customer's time and making him like it is a fine art. From the moment you start talking to a customer, there has to grow in his mind the thought that you are going to do something for him—that he is going to profit by the conversation. That is the shortest distance between two points—the introduction and order.

Some salesmen wobble back and forth across the line, but the good salesman stays straight on the line—all that a Royal Typewriter means in the man's office in the way of better service, from which he will profit. Excursions into price cutting and arguments about non-essentials are off the short line. The salesman who indulges in these excursions simply makes the route to be traveled longer.

From the moment you step into a man's office, remember that what he wants to know is—what does this conversation mean to him, not to you. If it doesn't look as though it is going to mean anything to him—it is soon ended.

There is not an article in the world that is sold by the salesman that goes more directly to the customer's self interest than the use of a Royal Typewriter—on the letters to which he is going to sign his name. The man who is not interested in getting the message in his letter over in the right way is hopeless, but most men realize that that is what the letter is for and that the Royal can help him.

Do not go around "Robin Hood's barn" to sell Royal Typewriters.

The other day, happening to look out of my window, I noticed a flock of pigeons nesting on the roof of a nearby building. They started up in flight and sailed around and around a few times and then again nestled on the roof. A short while after, they repeated the same thing; in fact, this occurred many times and no doubt continued throughout the day. One can't help thinking that this is just what many men do in their daily work. They rest and then work without a definite idea as to where they are heading and consequently go around and around in a circle and accomplish a very limited day's work. They do not give it sufficient thought that they are responsible for their own measure in the accomplishment of their daily work. Men around them measure them up, and what a surprise they would have if they knew the standards by which they were judged by their fellow workers. They may be on good terms with them and feel that they are a part of the organization, but they do not give serious thought as to how great or efficient a part they are. They simply wander around and around, hoping that a stroke of luck will hit them and boost them along.



Charles B. Cook
Vice-President

For heaven's sake, get away from such a routine, do something worth while, get away from the line of least resistance and do some real studying of conditions around you; don't do a thing because it has always been done that way, use your head, reason things out, know why you do the work assigned to you, know why and how it reaches you and why and how it reaches the fellow ahead of you. That's plain common sense, nothing new about that, is there?

We certainly do let the little things get by us and attempt to do the things we like the best without judging the relation of these little things to the big things. There's entirely too much time spent these days in gossiping on the job. Radio, football, golf,

baseball, horse racing, prize fighting, etc.; all have a part that is entirely too lengthy in our daily work hours. Give your job just as much enthusiasm as these subjects get, and you are on the road towards better things. I venture to say, many problems still unsolved in our jobs would have been solved months ago, if we had gone into them with as much zeal as we have these outside matters. A man gets more tired doing nothing than he does doing something. Being tired isn't a disease, it's a reward for a good day's work, so that we may appreciate more the respite of some recreation and a good night's rest. Of course, you feel tired if you have used the faculties all day the good Lord gave you. That's what they're for; you must exercise your brain and body diligently to have them at their best. No race horse became famous by being kept in the stable; no football player became famous staying out of the scrimmages; no salesman, clerk, manager or officer became famous staying away from his job, or doing the smallest amount of work incidental to the job they should do each day.

There is more knocking about conditions from the fellow who doesn't work hard, than there is from him who does. The one who does work has no time for knocking and the other has, and the latter, therefore, stands condemned nine times out of ten.

There is entirely too much time spent telling how things should be done, instead of helping to do them. No man can hope to succeed who likes to slip out of his job at night and hates to take it up the next morning. A job is the most glorious thing on earth; it is given each one of us as a gauge or standard by which we can measure ourselves. In it, we can glorify our actions through our efforts and results. It allows of nothing but the best in us to be successful. It clothes us, feeds us, gives us pleasure at the same time it is developing us according to the efforts we give to it. There is nothing on earth like it; everything in the future depends on what we put in our job today. Make it a job worth having by putting your best in it; approach your job as you do the game you like best, play it as strong as you can and check up your plays as you do in your game. It's the best job you've got and your next job depends on the record you get in it. Always bear in mind that only in work can we hope to find an outlet for our physical and mental capacity, thus our proper development and success, can only come through work.

Convince Yourself

A sale takes place, first, in the mind of the salesman. His arguments must be convincing to himself as he goes along and he must close the sale with himself before or simultaneously with the action by the customer.

We feel the sincerity of the arguments as much as the arguments themselves, and those arguments cannot be insincere or doubtful in the mind of the person using them and carry conviction.

The most powerful salesman is the one who sells himself every time he sells his customer. He does not neg-

lect his demonstration. He does not slur it. He does not use inconsequential and trivial arguments because he must sell himself as he goes along. The sale takes place in the salesman's mind before it takes place in the customer's.

The most powerful actor or actress is the one who for the moment lives the part and conveys to him or herself his impersonation of the character before the audience gets it.

The orator is the one who is carried away by his own arguments, through his own emotions, before the audience reacts.



CONTEST FOR OCTOBER

Division No. 1

New York Winner

A great deal of credit is due Mr. Cherry, Foreman of our New York Service Department for the manner in which he led his Department to the top during October. We feel sure that the rest of the Foremen of the Organization extend their congratulations to New York.

Our splendid Service Department in Philadelphia under the direction of Mr. Steele, Foreman, made the going hot for the holder of first place. Philadelphia is always striving for the position at the top and only missed it by a narrow margin for October. Second place this time, Mr. Steele.

Atlanta, first place Department during September is still fighting hard for their share of the honors. Keep it up, Mr. Pintado, and we know that you will always be around the top. It is a pleasure to award third place to your Department.

Below is a list showing the respective standing of each Department:

- | | |
|-------------------|----------------------|
| 1—New York 2* | 10—Louisville 5* |
| 2—Philadelphia 7* | 11—Los Angeles 1* |
| 3—Atlanta 8* | 12—Minneapolis 8* |
| 4—Detroit 10* | 13—Hartford 3* |
| 5—Washington 10* | 14—Boston, 10* |
| 6—Baltimore 8* | 15—Portland, Ore. 1* |
| 7—Buffalo 7* | 16—Indianapolis 4* |
| 8—Cleveland 8* | 17—Cincinnati 1* |
| 9—Kansas City 7* | 18—Dallas 3* |
| 10—St. Louis 10* | 19—Chicago 10* |
| 11—New Orleans 5* | 20—San Francisco |

Division No. 2

Akron Leads

Our Akron Service Department under the able leadership of Foreman Kirchner has earned title to first place for the month of October. This Department worked hard and is deserving of our praise. We know that from now on Akron will be up among the leaders.

Mr. Fortin, Foreman of Worcester, can claim second place during October, because he piled up a good percentage. We feel that this good work will continue because Manager and Foreman are striving hard.

Mr. Hendley, our Foreman at Richmond, is one who has been promoted from the ranks. That he is entitled to this promotion is certain because he has shown us that he can conduct a Service Department in fine shape and also find time to show those in New York that he is always out for the big prize. Third place, Mr. Hendley.

Below is a list showing the standing of each Department:

- | | |
|--------------------------|-------------------------|
| 1—Akron 1* | 21—Erie 1* |
| 2—Worcester 3* | 22—Seattle |
| 3—Richmond 3* | 23—Jacksonville 2* |
| 4—Birmingham 1* | 24—Portland, Me. 4* |
| 5—Providence 2* | 25—Scranton 5* |
| 6—Toledo 4* | 26—Waco 1* |
| 7—St. Paul 6* | 27—Albany 4* |
| 8—Dayton 5* | 28—Evansville 2* |
| 9—Des Moines 4* | 29—Fort Worth 8* |
| 10—Columbus 3* | 30—Oakland 3* |
| 11—Youngstown 4* | 31—San Antonio 2* |
| 12—Omaha 10* | 32—South Bend 1* |
| 13—Harrisburg 8* | 33—New Haven 2* |
| 14—Houston 3* | 34—Springfield, Ill. 2* |
| 15—Milwaukee 1* | 35—Fresno |
| 16—Bridgeport 10* | 36—Memphis 2* |
| 17—Davenport 3* | 37—Duluth |
| 18—Springfield, Mass. 8* | 38—Rochester |
| 19—Bangor 4* | 39—Wichita Falls |
| 20—Newark 3* | 40—Fort Wayne 3* |
| 21—Grand Rapids 2* | 41—Peoria |
| 22—Denver 5* | 42—Johnstown |
| | 43—Little Rock |

TO INCREASE NETS—
INCREASE EARNINGS

100 Per Cent Club

A dealer making 100 per cent or more of his yearly quota demonstrates that he knows the value of his Royal dealership.

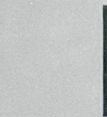
If each of these dealers was asked how he did it the answer would probably be, "Know the Royal, canvass every nook of the territory and establish a reputation for prompt, efficient and courteous service."

We can imagine no greater personal satisfaction to any man at the end of the year than the full completion of all tasks which he set out to accomplish at the beginning of the year.

100 Per Cent Dealers

1-BENSON
Canton, Ohio2-KING
Carolina T. W. &
Office Supply Co.
Raleigh, N. C.3-HEISER
Casper T. W. Ex.
Casper, Wyo.4-DAVIS
Colorado Springs,
Colo.5-PAXTON
Paxton T. W. Co.
Bloomington, Ill.6-PAYNE
T. H. Payne Co.
Chattanooga, Tenn.7-PRIOR
Trenton, N. J.8-ROOF
Tampa, Fla.9-SNOW
Wausau, Wis.10-PRATHER
Typewriter & O. S.
Co., El Paso, Texas

M. A. D. Club for November

1-ROOF
Tampa, Fla.2-PRIOR
Trenton, N. J.3-KIRKPATRICK
Nashville, Tenn.4-GAFFANEY
Fargo, N. Dak.5-NICHOLS
Topeka, Kansas

Royal Sales and Service In Winnipeg



Modern Office Appliances, Ltd., located at 247 Notre Dame avenue, Winnipeg, Canada, is one of the Royal dealers recently appointed by the Dealers' Department.

Mr. J. A. McCracken, manager of this dealership, has kindly sent us two photographs which we are reproducing on this page. The one shows the outside view of the Modern Office Appliances, Ltd., headquarters and the personnel, and the other view

shows a classroom of the well-known Winnipeg Business College.

Reading from left to right, the men standing in front of the store are Messrs. H. R. Flynn, accountant; Charles E. Morris, Royal representative; J. A. McCracken, manager; Alexander Moore and William Vance, Royal service men; and P. P. Macklem, salesman.

Having a number of years' experience in the typewriter field, Mr. J.

A. McCracken is seeing to it that the Royal is brought to the attention of all typewriter users in his territory. All sales are backed up by prompt and courteous service, which will eventually result in good will to the dealership.

We are pleased to have had the opportunity of introducing this dealer and his staff to our readers, and we hope that in the coming issues we shall be able to introduce our other Canadian dealers.

Ross Again Making Records

In the Hundred Per Cent Club the Benson Typewriter Co. appears twice—once for Canton and once for Springfield, Ohio, and should have appeared in the same manner in the last issue of the Standard for October results.



James Ross

The Springfield, Ohio, dealership is a distinct operation under the management of Mr. James Ross, although owned and controlled by Mr. Benson.

Mr. Ross was a machine-a-day man under Benson at Canton and is continuing his good work in Springfield. October was his first month at Springfield and he made the hundred per cent club and repeated in November. To use Jimmie's own words "Watch his smoke."

Captain Robert Dollar, father of Pacific Coast and world-wide steamship trade, gives us this one out of his wealth of experience:

"The father of success is Work.
The mother of success is Ambition.
The oldest son is Common Sense.
Some of the other boys are Perseverance, Honesty, Thoroughness, Enthusiasm and Cooperation.
The oldest daughter is Character.
Some of the sisters are Cheerfulness, Loyalty, Care, Courtesy, Economy, Sincerity and Harmony.
The baby is Opportunity."

"Get well acquainted with the 'Old Man' and you will get along pretty well with the rest of the family."

November Honor Roll

The next issue of the Standard will show the Honor men for December, and as it will wind up the year of 1924 we believe it will be the longest list of names ever printed in the "Standard".

In recognition of this final Honor Roll, we wish to publish the pictures of each dealer making 100 per cent or more of his quota. If your picture is not on file at this office mail it to us at once.

We are counting upon every Royal dealer to make quota for December.

Anderson Typewriter Company,
Pasadena, Cal.
H. G. Bancroft, York, Pa.
Benson Typewriter Company,
Canton, Ohio.
Benson Typewriter Company,
Springfield, Ohio.
Bristol Typewriter Company,
Bristol, Tenn.
Calhoun Office Supply Company,
Spartanburg, S. C.
Carolina Typewriter & Office
Sup. Co., Raleigh, N. C.
Crosby-Mook Typewriter Co.,
Warren, Ohio.
Roy A. Davis, Colorado Springs,
Col.
Daytona Book & Staty. Company,
Daytona, Fla.
Ervin Typewriter Exchange, An-
derson, Ind.
Howard D. Happy, Mayfield, Ky.
James Grocery Company, Leitch-
field, Ky.
Nebraska Typewriter Company,
Lincoln, Neb.
A. G. Packard, Hornell, N. Y.
Parkers Book & Music Store,
Fort Meyers, Fla.
Paxton Typewriter Company,
Bloomington, Ill.
Pound & Moore Company, Char-
lotte, N. C.
Preston Typewriter Company,
Knoxville, Tenn.
Walter W. Prior, Trenton, N. J.
Pueblo Typewriter Exchange,
Pueblo, Col.
H. J. Roof, Tampa, Fla.
John Ruger, Providence, R. I.
Paul D. Snow, Wausau, Wis.
E. Frank Winfield, Grand Junction,
Okla.
E. Frank Winfield, Grand Junction,
Okla.



Winnipeg Business College

We are grateful for the courtesy extended to us by the Winnipeg Business College, Winnipeg, Manitoba, Canada, in allowing us to present to our readers a picture of one of their classrooms, showing the Royal in action.

Mr. Charles E. Morris, our representative, received a very cordial

reception at this school, and gave a little talk to the students which was appreciated.

This Business College is one of the oldest in Canada, having been in existence for approximately twenty-three years. They maintain a branch at Dauphin, Manitoba, where the Royal Typewriter is used exclusively.

As one of the many Business Colleges using Royals the Winnipeg

Business College are doing justice to their students when they teach the modern method of writing on the modern typewriter, "The Royal."

It is a self-evident truth that the best tools are the choice of the artisan.

The equipment used by this College is one of the big reasons why it is considered a leader.

Be sure to take advantage of this tremendous Sales Help

OUTDOOR ADVERTISING IN EUROPE

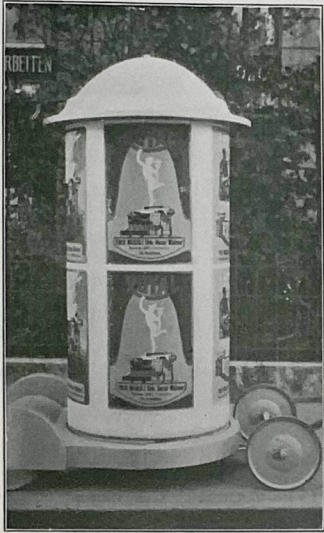


Photo No. 1

New Royal Dealer For Southern India

Since April of the present year the Royal typewriter has been directly represented in Southern India by Messrs. Addison & Co., Ltd., of Madras. Previous to the time of this appointment they had for several years operated as sub-dealers under the general dealer for all of India.

In the photograph reproduced (below), Mr. G. P. Cooper, manager of the stationery department, is shown standing in the entrance to Addison & Co.'s premises in Madras. This company is one of the largest commercial houses in Southern India, where they enjoy an excellent reputation in their dealings with thousands of clients. Their prestige and standing in that country well-nigh assures the future success of the Royal in Southern India. In the near future we hope to be able to present more views of this progressive organization's activities.



G. P. Cooper, New Southern India Dealer

Do Every Job Right

By Julius Schillinger, Asst. Sales Mgr.

Stop a moment while we relate a short story.

"An elderly man and his son were walking up a steep road which led to their home. The father was in the habit of offering good advice to his son, when he thought it necessary, while the son, in his youthful spirit, was trying his best to adapt himself to these teachings. The boy was of an ambitious nature and anxious to

Recently a few very novel schemes of advertising the Royal Typewriter in foreign countries have been used by two of our enterprising European dealers. The originality of these ideas holds out an implied challenge to the other dealers of the Royal's foreign organization and it is not going to be easy for any of them to equal or improve upon them with advertising schemes which they have themselves originated.

Just a short time ago Mr. Oscar Widmer, of St. Gall, Switzerland, conceived the idea of arranging a number of Royal posters on a large cylindrical stand which was mounted on a carriage. Mr. Widmer had this carriage drawn through the streets of St. Gall, as shown in the illustration (center). The appearance of this

unique advertising feature attracted a great amount of favorable attention on its journey through the city and it unquestionably created many lasting impressions on present and future typewriter users.

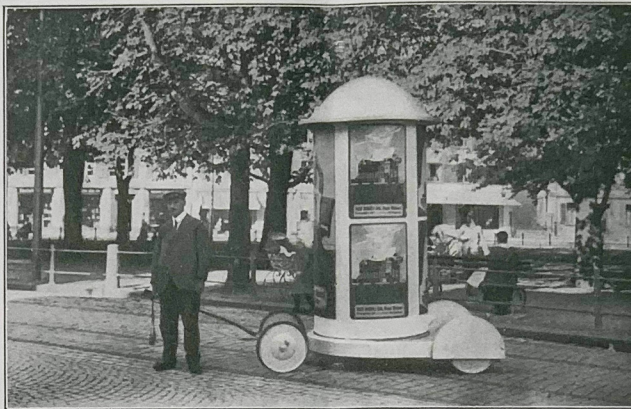
Mr. Widmer, who is the sub-dealer in St. Gall for Mr. Theo Muggli, of Zurich, Royal dealer for all of Switzerland, is deserving of full compliments for the originality of this advertising idea which is sure to be valuable in increasing Royal sales in St. Gall.

On the streets of Vienna, Austria, Royal advertising signs may be seen on specially erected posts placed at the intersections of many of the most important thoroughfares in the city. These signs, one of which is pictured in the illustration (right),

are equipped for electric lighting at night, which, of course, adds much to their value and utility.

These attractive signs, arranged for by the Royal dealers for Austria, Messrs. Joe Lesti, Nfg., present a new idea in advertising to the populace of Vienna and they have been very favorably commented upon. Our dealers tell us that this method of advertising has greatly contributed toward further popularizing the Royal in the Austrian capital.

We likewise extend our compliments to Messrs. Joe Lesti, Nfg., for this excellent work which they supplemented by an intensive newspaper campaign and direct mail advertising. Beneficial results are sure to be brought about through such intelligent and well directed effort.



Mr. Widmer and His Kiosk

Switzerland
Dealer's
Unique
Advertising



Photo No. 2

Australian Dealer Visits Los Angeles

In previous issues of the Royal Standard we were happy to tell of the visit of our Australian dealer to the home office and factory.

Before departing for their homeland across the Pacific, Mr. Sydney Pincombe, head of Messrs. Sydney Pincombe, Ltd., of Sydney, Australia, Royal dealers for Australia, and Mr. W. J. Sheehy, sales manager for the same company, paid a visit to the Royal office in Los Angeles, where they were greeted by Mr. G. G. Ralls, our Western sales manager.

Both gentlemen immensely enjoyed their visit to California's Sunny City. Fortunately, Mr. Ralls was able to show them a considerable part of the motion picture industry at Universal City, in which our Australian friends were very much interested.

While in the famous Japanese Gar-



Mr. Pincombe's Party at Los Angeles

dens at Universal City, the photograph shown was taken. Reading from left to right, the gentlemen shown are: Mr. Pincombe, Mr. Ralls, Mr. Geo. L. Smith and Mr. Sheehy. Seated—Mrs. Geo. L. Smith. To all appearances the surroundings must have been exceedingly pleasant.

The visit of Mr. Pincombe and Mr. Sheehy to Los Angeles was a fitting climax to their stay in America and will no doubt be long remembered as one of the most pleasant experiences of their journey.

Here's one for you: "If you're a self-starter the boss won't have to be a crank. Ever stop to think about that?"

Visible Salesman Clips Remarkable Record

Last month we featured Mr. Buckeridge of the Visible Writing Machine Company, Ltd., who set a fine mark by making, or rather, repeating his machine-a-day record by 10:30 in the morning of the first of the month.

Now the Visible Writing Machine Company bring forth another of their own men, who, the very month following, shatters his companion salesman's record and makes us eat our challenge.

He is Mr. Schofield, whose picture is shown with this article. On



Mr. Schofield

the last day of October, he was at Reading, a suburb of London, at the offices of Messrs. Huntley and Palmers, Ltd., the world famous biscuit manufacturers. For some reason, he was unable at this interview to secure a signed contract, but it arrived in the first mail on Saturday morning, November 1, with an accompanying order for immediate delivery of nearly half a hundred Royals. Inasmuch as the first mail arrives at 8:30 in the morning, Mr. Schofield has technically broken Mr. Buckeridge's 10:30 record.

Heartiest congratulations, Mr. Schofield, we hardly think anyone will break your record for a long time to come, unless the postman stays up all night.

Again the American organization must step aside while a salesman in dear, slow, old London shows the way.

The Mascot

The accompanying snapshot shows Mr. and Mrs. Pollak standing in front of one of their delivery and service autos, on the hood of which is mounted a cutout of a dog.

Some months ago, when Mr. Pollak purchased the business of Mr. J. R. Richey, the old-time Royal salesman who was compelled to move Westward on account of his health, it was necessary for Mr. Pollak to introduce himself to the people of the new territory in which he was locating. He did this by distributing blotters with the novel message as described in the September issue of the Royal Standard.

The dog mascot of the Pocatello Typewriter Exchange is becoming



well known in Pocatello, Idaho, and the surrounding territory being backed up by swift and effective service rendered by this dealer to the Royal users.

In a future issue we hope to be able to reproduce a picture of Mr. Pollak's headquarters.

Delivering Royals via the Air

Leave it to one of our enterprising Texas Offices to discover a new and better way of doing a thing. This month, for the edification and interest of "Standard" Readers, we present the Royal Delivery Wagon De Luxe, domicile—Ft. Worth, Texas.



Group from Fort Worth Office and Owner of Plane. Mr. Rose in Center Holding Royal Machine

But—wait—we are ahead of our story. It was Friday night, the fourteenth of November, and the hour was 7:00 P. M. Down in Texas, they don't stop working when the cactus blows its five o'clock thistle.

Mr. Rose, usually one of Manager Billman's most peppy and optimistic salesmen, strayed into the office—the picture of gloomy dejection. Mr. Billman made him comfortable on—a bentwood chair—and was all solicitude. How come? Why the funeral expression? Mr. Rose told his short story at full length and with an amazing range of colorful epithet, denounced the modern automobile with all its ancestors and its offspring to boot. Evidently his blinkety-blanked Dodge had acquired two punctures and a blowout on the way in to Fort Worth, in addition to a stripped gear and a couple of burned brakes—and Mr. Rose was just about ready to consign car and job and everything to the Hinterland. You see, the worst part of the whole shebang was that tomorrow—Saturday morning—a typewriter had to be delivered to Cleburne, quite a few miles away. Mr. Rose had secured the order, against hard competition—and the condition was that the machine get there on Saturday.

And then the trouble with the car came, and because Cleburne is some few miles out of Fort Worth—and Texas miles at that—Mr. Rose would almost surely lose the order.

Mr. Billman, knowing Rose's record overseas as an Army Flier—dared to venture the suggestion that Rose sell the bloomin' car and buy himself an aeroplane. Mr. Billman had no idea of making the suggestion seriously, and so he was startled when Mr. Rose let out a whoop and bounced off his chair. Just the thing. He had been riding around in a friend's air wagon last Sunday and he'd get that and make the delivery ON TIME. There is truly ROYAL determination for you!

No sooner said than done. Judge Lockett, the well known Cleburne

attorney, who had purchased the typewriter, was called on the telephone, and he was justly delighted and honored at the special service which was being accorded him.

Next morning, bright and early, Mr. Rose and his friend set out for Cleburne. They circled the city, and

before long, most of its 20,000 people were out on the sidewalks. From an elevation of 2,500 feet, Mr. Rose let the wash of the big Curtis's propeller scatter 500 Royal Booklets over the business district. These booklets were fought over, and are treasured souvenirs now in the hands of 500 residents of that busy little city.

The plane landed a short distance from town and a high powered motor car, which Judge Lockett had ar-



Manager Billman and Salesman-Pilot Rose

ranged for was rushed to the scene for Mr. Rose and his typewriter. Several hundred other cars lined the highway to do their part in the reception. Judge Lockett was busy in District Court as attorney in a first degree murder trial, but court was adjourned temporarily to enable Mr. Lockett to receive his ROYAL, while several hundred people jammed the street and sidewalk in front of his office.

The stunt surely went over big as an advertising feature. Both the Fort Worth and Cleburne papers carried the story and it was prominently displayed on the front pages of the Cleburne Sunday Papers.

So you see—there's more than one way to kill two birds with one stone.

Again an enterprising Royal office put over a sensation. Congratulations to Mr. Billman and Mr. Rose.

A Successful Manager on Selling

Selling Royals is a cinch. There's nothing involved about it, or mysterious about it, nor does it require the distinguished services of a "super" salesman. Any man, with average guts and average brains, can make more money selling Royals than anything else we know of. IF HE USES WHAT HE'S GOT.

President Geo. Ed. Smith says we have outbuilt the industry; that we are making a better typewriter than any other manufacturer is producing anywhere in the world. Mr. Lavat knows this to be true, our factory men know it, a lot of big users know it, and you know it. All you have to do to sell it is to tell the WHOLE truth about it with such sincerity, enthusiasm and earnestness that your prospects also will know it.

Since we are selling quality, the competent salesman will seldom find himself involved in a price argument. Why? Because he talks value, not price. If he has to answer a price question he directs his prospect's consideration to the net cost per year of service, which (not the first cost) is the real cost of a typewriter. He will also show that if a Royal cost twice what it does, its price would be infinitesimal when compared to the operator's wages during the life of the machine. Adding two per cent. to the operator's efficiency pays for the machine out of savings. It should be remembered, of course, that there are two kinds of value, satisfaction value as well as money value. The first is often overlooked because it goes gratis with the Royal.

We referred a minute ago to a "competent" salesman. Just what does it mean? Not necessarily a man who has "taken" a lot of courses in salesmanship; not necessarily a bug on psychology, who thinks that by "dominating the interview" he gets the name signed where he wants it; not necessarily (or often) the high-pressure man with a gift of gab. It means solely and simply, so far as it applies to the Royal organization, the average man who (1) plans his time, (2) shows his goods, (3) works regularly.

By planning his time he will usually use mornings for a consistent canvas and afternoons for appointments and call-backs. He will use this time for getting "attention," which is the first thing he has to accomplish.

By showing his goods, always, everywhere, he will find that three-fourths his sales work is completed, because interest in the Royal and a desire for it, the second and third steps to the sale, are immediately and automatically created. This leaves to him only the action of getting the signed order, which is the fourth and last step in the process.

At this point every Royalizer ought to write out and paste in his bonnet the words of the wise old Chinaman, Confucius, uttered long before Bill Rogers' bulldog was a pup, but as true now as ever. He said, "To see once is better than being told a thousand times." Follow that; create an epidemic of Royals on trial in your territory, and you will sell them even though you are deaf and tongue-tied.

And finally, if any man takes exception to our first statement, ask him why he hasn't yet sold the junk dealer in his territory. He'll say, "That bird never saw a hundred bucks. Why should I waste my time?" None of the Royal stars think it is a waste of time TO TRY—that's why they're stars!

Brainerd Honored on Tenth Anniversary



H. F. Brainerd

On October 30, 1924, Mr. H. F. Brainerd, manager of the Hartford office, completed his tenth year of service with the company. In honor of the event a banquet was given him by his office associates at the Hartford Club. Mr. C. B. Cook, vice-president and factory manager, was also present, and it was Mr. Cook who succeeded in getting Mr. Brainerd to lunch with him that evening to meet two dealers from South America.

Mr. Cook suggested to Mr. Brainerd that they walk through the club while waiting for the South American representatives, and he very calmly ushered him into the dining room, where the rest were waiting for him.

A loving cup was presented Mr. Brainerd and a few words said by each one present. Mr. Cook gave us a very interesting talk on mental attitude, also a few factory items. The affair was certainly a success and a great surprise to Mr. Brainerd.

Do Every Job Right

(Continued from page 6)

Isn't it true, when you boil it right down, that a vast amount of wasted time is spent by men in looking around for their work when in reality that work is constantly staring them in the eye. It is true that we should study our qualifications and work in the right direction, but there is no use in marking time while planning. Each day's work will bring you to the bigger job providing that you work intelligently. A piece of work well done has the stimulating effect of boosting your self-confidence. It might only be a job at home painting a room or in the shop turning out a fine overhaul job, but if that particular job is done and done right, it is another step toward your goal. You will never regret accomplishing a task, no matter how trivial. In the shop turn out work you can be proud of. While in contact with our multitude of customers, show them that you have the ability to service them as you would like to be serviced.

Let us all work and accomplish the little jobs on hand, and before long we will have prepared ourselves unaware for that larger task of our life's work.

Ribbons and Royal Satisfaction

By L. S. Wilson, Manager, Purchasing and Supplies



L. S. Wilson

The Royal machine you sell must be properly ribbon-equipped if you are to also sell satisfaction. If you cannot sell satisfaction, better not make the sale. Don't draw your commission and produce a "knocker" for your product. What does the customer require—

light, medium or heavy inking? Does his work call for a record or a copying ribbon, or both? If copying, does he copy in letter books or by a machine process? Know this before delivering your machine. Then you have made a personal friend as well as a Royal machine booster.

Our ribbons are divided into two general classes, record and copying. Record ribbons are used where the copy of the original writing to be preserved in the files is made by the use of carbon paper. The work of the record ribbons is unaffected by moisture, and this style of ribbon, especially in the black record, is unequaled for work of a permanent nature—the writing of deeds, wills and other important documents. Black record work will not fade and cannot be erased even by acids without leaving a trace of the tampering on the surface of the paper.

Copying ribbons are of several varieties. The style most in use is the straight copying, where the original, by the use of moistened cloths and pressure, is copied in a letter copying book composed of tissue sheets which absorb the color from the original writing.

The next most popular style is known as rapid roller or roller press copying, and these ribbons are used for writing originals that are to be copied on letter copying machines instead of in the tissue letter copying books. There are several of these copying machines on the market, and considerable complaint against a typewriter can be caused by the substitution of a regular copying ribbon when a rapid roller press ribbon is required, and vice versa. The ink in these rapid roller ribbons is a special formula, giving a very quick, strong copy. This is necessary because these copying machines operate at considerable speed. If these ribbons are used for slow letter book copying there will be a disfiguring spreading of the color on both original and copy. If the regular copying ribbon is used for work to be machine copied this color is not strong enough or the copying qualities in the ink quick enough to produce a satisfactory result.

It is essential then in selling a machine to know for what class of work it is intended and then to equip it with the ribbon that will satisfy.

A third class of copying ribbons is known as hektograph. These ribbons are used in writing originals for the "flat surface" duplicators. These reproducing devices are made from a clay or gelatine composition which absorbs the ink from the original sheet and from which other copies may be made by contact with its surface. These various makes of hektograph are useful in producing a small number of copies, menu cards, price lists, circular letters, etc. The correct ribbon must be used or there will be an unsatisfactory result.

The railroad duplicator—in very limited demand—is a fourth class of copying ribbon. The ink in this ribbon is of a peculiar penetrative quality. A letter or way bill is written with this style of ribbon and placed in a letter copying book made of special railway billing tissue and proper moistening pads. Under pressure of the copying press and influenced by the moistening pads, the ink will penetrate through eight or ten sheets of tissue. Can also be used with same effect on unbound tissue sheets.

The most satisfactory ribbon to sell in the record variety is black record; in the copying, regular and rapid roller, purple copying; in the hektograph purple copying and in the railroad duplicator class, green copying.

ROYAL MACHINE-A-DAY CLUB

We are publishing this month a list of the entire membership of the Machine-A-Day Club. Men who made the Club in November are indicated by an asterisk beside their names. Repeaters for November also have a number which indicates the times they have made the club since its inauguration.

THE NEW M. A. D. MEMBERS FOR NOVEMBER



E. L. KNOTT
Toledo, Ohio



C. E. HEISTER
Los Angeles

- | | | |
|--|--|--------------------------------------|
| AKRON
L. J. Michel | FORT WORTH
P. H. Billman | NEW YORK—Cont.
L. Kugel 2* |
| ATLANTA
J. W. Mann. | FRESNO
H. H. Tomkinson | D. D. Raine |
| BALTIMORE
J. C. O'Keefe | GRAND RAPIDS
C. D. Walker | T. F. Bell |
| BANGOR
E. G. Dodge | HARRISBURG
E. E. Jones | H. C. Hess |
| BOSTON
H. W. Boshan | HARTFORD
W. C. Whiteman | J. E. Geissinger |
| BUFFALO
I. C. Barlow | HOUSTON
H. F. Brainerd 24* | OMAHA
F. P. Shedd |
| CHICAGO
F. A. Smith | INDIANAPOLIS
J. L. Cook | PEORIA
R. E. Mason |
| CLEVELAND
F. I. Crocker | JOHNSTOWN
F. F. Gilligan | PHILADELPHIA
J. W. Turner |
| DALLAS
H. E. Burton | KANSAS CITY
W. C. Bartley | PITTSBURGH
H. K. Goslin |
| DENVER
D. R. Austin | LITTLE ROCK
A. C. Reed | PORTLAND, ME.
L. A. Dunn |
| DETROIT
F. J. Edwards | LOS ANGELES
W. F. Teer 9* | PORTLAND, ORE.
E. V. Sherry |
| EVANSVILLE
G. H. Palmer | LOUISVILLE
W. S. Orvis | RICHMOND
M. V. Miller 24* |
| INDIANAPOLIS
N. M. MacLeod | MILWAUKEE
J. H. Hinkle | ROCHESTER
A. E. Hanna |
| JACKSONVILLE
R. M. Harvey | MINNEAPOLIS
JOHNSTOWN
T. M. Patterson | SAN ANTONIO
J. T. Jackson |
| NEW YORK
J. F. Dacey | NEW ORLEANS
F. L. Gallup | SAN FRANCISCO
E. M. Bushee |
| PHILADELPHIA
C. H. Pillow | NEW YORK
P. W. Jones 18* | SOUTH BEND
C. H. Billington |
| PITTSBURGH
H. Nuhn | NEW YORK
F. W. Hassett | SPRINGFIELD, MASS.
J. C. Deardorf |
| PORTLAND, ME.
P. S. Jones | NEW YORK
S. W. Wilson | TOLEDO
P. Pearson |
| PORTLAND, ORE.
J. M. Roberts | NEW YORK
S. D. Edwards | WICHITA FALLS
D. G. Becknell |
| RENO
E. H. Johnson | NEW YORK
LOS ANGELES
M. S. Brewer | Worcester
A. W. Morf |
| RICHMOND
A. J. Redding | NEW YORK
G. G. Ralls | Worcester
A. F. Lines |
| ST. LOUIS
E. J. Goldblatt | NEW YORK
LOUISVILLE
J. T. Wellman 24* | Worcester
H. H. Nunamaker |
| ST. PAUL
R. C. Goldblatt 10* | NEW YORK
MILWAUKEE
W. A. Partee 7* | Worcester
L. F. Reynolds |
| TOLEDO
W. B. Larsen 11* | NEW YORK
MINNEAPOLIS
F. B. Thorne | Worcester
G. M. Davis 4* |
| WICHITA FALLS
B. P. Hamil | NEW YORK
NEW ORLEANS
F. F. DeRanitz | Worcester
L. E. White 3* |
| Worcester
J. C. LaBorence | NEW YORK
NEW ORLEANS
W. A. Mulligan | Worcester
C. D. Sparwasser |
| Worcester
A. C. Wheeler | NEW YORK
NEW ORLEANS
F. Pritchard | Worcester
D. M. Elliott |
| Worcester
L. E. Wilson | NEW YORK
NEW ORLEANS
W. J. Greger 5* | Worcester
E. L. Knott* |
| Worcester
W. E. Howard | NEW YORK
NEW ORLEANS
H. J. Calhoun | Worcester
H. L. Rudnick |
| Worcester
R. F. Hoyt | NEW YORK
NEW ORLEANS
T. J. Freund | Worcester
S. E. Richter |
| Worcester
A. G. Freeberg | NEW YORK
NEW ORLEANS
D. J. Allingham 24* | Worcester
H. D. Cashman |
| Worcester
C. J. Baile | NEW YORK
NEW ORLEANS
G. M. Guest 23* | Worcester
E. C. Weeks |
| Worcester
S. D. Wakefield | NEW YORK
NEW ORLEANS
T. M. Gleason 22* | Worcester
J. B. Reighard |
| Worcester
C. J. Baile | NEW YORK
NEW ORLEANS
C. K. Freund | Worcester
A. R. Smith 9* |
| Worcester
W. C. Rodgers | NEW YORK
NEW ORLEANS
H. W. DeMott | |
| Worcester
W. H. Peate | NEW YORK
NEW ORLEANS
R. C. Robinson | |
| Worcester
M. C. Hull 9* | NEW YORK
NEW ORLEANS
J. Schwartz | |
| Worcester
E. H. Krall | NEW YORK
NEW ORLEANS
G. N. White 18* | |
| Worcester
G. C. Kinnamon | NEW YORK
NEW ORLEANS
C. C. Waters | |
| Worcester
L. V. Bell | NEW YORK
NEW ORLEANS
R. B. Brandes | |
| Worcester
J. H. Kennedy | NEW YORK
NEW ORLEANS
E. J. Matthews | |
| Worcester
DAVENPORT
G. D. Lawless | NEW YORK
NEW ORLEANS
R. K. Chaffa 12* | |
| Worcester
DAYTON
O. P. Gilmore 11* | NEW YORK
NEW ORLEANS
G. Rannenberk | |
| Worcester
DENVER
W. H. Mitchell | NEW YORK
NEW ORLEANS
L. E. LeMaster | |
| Worcester
DES MOINES
F. H. Wilson | NEW YORK
NEW ORLEANS
A. B. Safr | |
| Worcester
DETROIT
C. W. Knox | NEW YORK
NEW ORLEANS
W. D. Mullane | |
| Worcester
ERIE
E. L. Owen | NEW YORK
NEW ORLEANS
A. Graf | |
| Worcester
EVANSVILLE
L. D. Teeters | NEW YORK
NEW ORLEANS
C. E. Clark | |
| Worcester
W. H. Courtenay | NEW YORK
NEW ORLEANS
R. B. Gray | |
| | NEW YORK
NEW ORLEANS
I. Rubin | |
| | NEW YORK
NEW ORLEANS
N. Sykes | |
| | NEW YORK
NEW ORLEANS
L. Goodwin | |

DEALERS

- | | | |
|---------------------------------------|---|--|
| 1—E. H. Benson
Canton, Ohio | 13—W. W. Cantor
Bristol, Tenn. | 26—J. E. Wikoff
Oklahoma City,
Okla. |
| 2—J. E. Gaffaney
Fargo, N. D. | 14—H. C. Schumacher
Glendale, Tenn. | 27—Pound & Moore
Co.
Charlotte, N. C. |
| 3—S. W. Grant
Beaumont, Tex. | 15—J. J. Flynn
Jamestown, N. D. | 28—G. A. Pearce
Abilene, Texas |
| 4—T. N. Prior
Trenton, N. J. | 16—H. Rowe
Fairmont, W. Va. | 29—B. M. Kelly
Charleston, N. C. |
| 5—H. J. Roof*
Tampa, Fla. | 17—L. F. Spiece
Bucyrus, Ohio | 30—J. A. Ross
Canton, Ohio |
| 6—G. N. Paxton
Bloomington, Ill. | 18—W. W. Prior*
Trenton, N. J. | 31—R. G. Nichols
Topeka, Kansas |
| 7—G. L. Larkin
Utica, N. Y. | 19—C. B. Weissinger
Albuquerque, N. M. | 32—Tulsa T. W. Co.
Tulsa, Okla. |
| 8—R. A. Rehm
Albuquerque, N. M. | 20—H. H. Phillips
Trenton, N. J. | 33—Carolina Typ. &
Agency
Raleigh, N. C. |
| 9—H. Tuell
Chattanooga, Tenn. | 21—A. G. Packard
Hornell, N. Y. | 34—Royal T. W.
Phoenix, Ariz. |
| 10—H. J. Smith
Parkersburg, W. Va. | 22—Scott-Parker Co.
Macon, Ga. | 35—M. E. Bacon
Hopkinsville, Ky. |
| 11—C. E. Anderson
Pasadena, Cal. | 23—F. L. Patty
Austin, Texas | 30—Kirkpatrick*
Nashville, Tenn. |
| 12—I. Vincent
Topeka, Kan. | 24—H. G. Bancroft
York, Pa. | |
| | 25—H. B. Harper
Anderson, S. C. | |

CANADA—Royal Typewriter Company, Ltd.

- | | | |
|-----------------------------|---------------------------|--------------------------|
| 1—W. A. MacLean
Montreal | 2—J. S. Dunn,
Montreal | 3—T. G. Lewis,
Ottawa |
|-----------------------------|---------------------------|--------------------------|

GREAT BRITAIN—Visible Writing Machine Co., Ltd., London

- | | | | |
|-----------------------------|------------------|-------------------|---------------------------|
| 1—H. D. Ebbutt* | 6—H. Herman* | 12—A. F. Thomas* | 18—A. J. Van Der
Veld* |
| 2—J. Harrison* | 7—J. Sears | 13—L. Harris* | 19—P. C. Fielding* |
| 3—F. Tree* | 8—W. H. Roberts* | 14—C. A. Bak | 20—A. W. Thomas* |
| 4—H. W. D. Buck
keridge* | 9—James Hunt | 15—R. T. Hepworth | 21—H. V. Schofield* |
| 5—C. Salter* | 10—W. D. Morgan | 16—F. W. Johnson* | |
| | 11—B. Harris* | 17—S. H. Goodwin* | |

AUSTRALIA—Sydney Pincombe, Ltd.

- | | |
|----------------|------------------|
| 1—W. J. Sheehy | 3—E. W. Rutledge |
| 2—R. G. Hood | 4—E. S. Stack |

CZECHOSLOVAKIA—Joseph Foist

- | | |
|---------------|--------------|
| 1—Alois Foist | 3—J. Hejzman |
| 2—L. Mazanek | 4—A. Smatlak |

FRANCE—J. H. Davis & Co.

J. H. Davis

MEXICO—M. E. Raya & Company

- | | |
|-------------------|-------------------|
| 1—Alfredo Aguirre | 3—Alfredo Garza |
| 2—Alonso M. Garza | 4—Carlos S. Garza |

LATVIA—O. & J. Dalitz Bros.

James Dalitz

GUATEMALA—James P. Howell

- | | |
|---------------|-----------------|
| 1—D. V. Elias | 2—V. M. Ramirez |
|---------------|-----------------|

SWEDEN—Aktiebolaget Maskinaffaren

Royal Standard

Jonas Eriksson

Employment Department

Among our District Branches, our Atlanta office heads the list for November in securing the largest percentage of its quota in positions filled, and also secured the highest percentage of its quota in sales. St. Louis is second in positions filled, and Louisville is second in sales.

Washington heads the list based upon the number of calls made during the month. St. Louis and Philadelphia are tie for second place.

During the last few months I have been trying to impress upon our Employment Managers the importance of placing inexperienced stenographers in positions. Our New York office is first in number of beginners placed in positions, and our Boston office is second.

The Youngstown office leads our branches in percentage of quota secured in positions filled, and our St. Paul office is second. St. Paul and Worcester are tied for first place in percentage of sales, and Toledo is second.

School Sales Contest

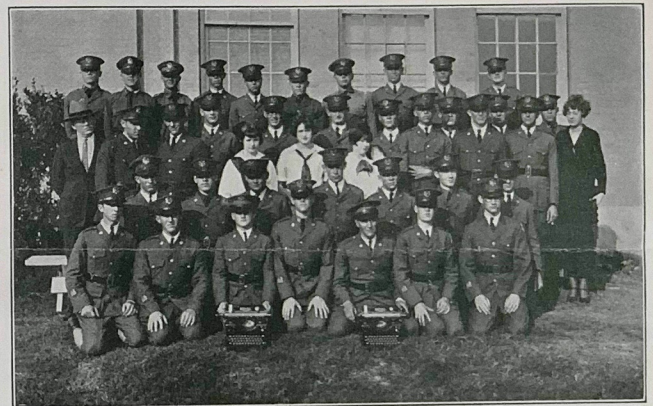
Our final reports for November are not complete, but according to those which we have received, Denver by making over 212 per cent. of its school quota during the last twelve months wins the One Hundred Dollar (\$100.00) prize and gets permanent possession of the School Department Cup. This is a remarkable record, and Mr. Mitchell, Manager of our Denver office, deserves great credit for the work he has done.

Our Boston office is second with 207 per cent. of its quota. This is also a remarkable record, and according to our reports there were more school machines sold in our Boston territory during our School Sales Contest than were sold by any of our other offices.

There were more school sales made during the last twelve months than during any other year of which we have a record, and I would like to take this opportunity to express my appreciation of the good work which our offices have done.

A. M. STONEHOUSE,
Manager School Department.

NORTH TEXAS AGRICULTURAL COLLEGE USES ROYALS



The fine group of students backing up the Royal Typewriters in the above picture hail from Texas, where they know a good typewriter when they see one.

The picture shows a portion of the student body in the Department of Commercial Arts and Business Administration of the North Texas Agricultural College. This state institution is a great booster for Royal Typewriters. The North Texas Agricultural College is a new organization—being a branch of the State A. & M., but its enrollment

is rapidly increasing as evidenced by the orders for additional Royal Typewriters each Fall.

High School and college courses in commerce and business are the specialty. The Department is well equipped with modern office appliances and a high standard of efficiency is maintained.

Mr. Watson, Head of the entire Department and Miss Hayse, in charge of the Department of Typewriting, know that the Royal is the best typewriter and are staunch supporters of it.

National Accounts Dept. News

The First Ten in November; here they are:

- | | |
|-----------------|-----------------|
| 1. Indianapolis | 6. Pittsburgh |
| 2. Richmond | 7. Atlanta |
| 3. Columbus | 8. Louisville |
| 4. New York | 9. St. Louis |
| 5. Cleveland | 10. Kansas City |

There are some new faces in the picture this month. Teer, of Indianapolis; Bartlett, of Richmond, and the other leaders in The Ten found the "buyers buying." Our congratulations to those two top men as well as to the others in the list; and close on their heels were many of the other managers with big months, but just nosed out of the honor list. You will see some of them in the front row next month; to be there shows a big, live branch organization.

The November business in general was big; but it is only a forerunner

of what is coming. Have you noticed that trading going on on the New York Stock Exchange? That means a big business boom is gathering momentum. Plan your National Accounts Campaign now. The typewriter orders are going to the man who has been on the ground first. Now is the time to do that hard canvassing on your "big users."

We are on the home-stretch of the year; the best part of the month is still left, as you read this, to make a big finish for the month and year. The December standing which will appear in the next issue will show which are the "Big User" branches and the managers who can fight and win!

Get in among the First Ten. Every branch has an equal chance.

The "N. A. D." is your short-cut to the "M. A. D."